

Before you do a launch, you need to plan it out. You can even plan your entire launch in a coffee shop. Start your Mind Map with a target launch date and structure it as a checklist. Example launch check list is:

- Create anticipation  
Goal: create opt-ins
  - Give away PDF – get someone to write it
  - Give a free teleclass – write script, invite hosts
  - Create a video with training
    - edit out any “how-to” information
    - add more segues and pitches
  - Create promotional videos – write script and edit them
  - For Q&A
    - Give the participants the questions
    - Get their answers in advance
    - Script the entire call
  - Involve partners – who can be your affiliate, what commission structure, script out messages

**FILTER OUT PRE-BUYERS AND CREATE ANTICIPATION** (a.k.a. get some opt-ins) Most marketers, at this time, do not have a list. (I had a small marketing list of about 300,000 people before

Frank launched the Underachiever Course, but I deleted them all one day as a means to force myself to make niche marketing work.

You must Next create Money Magnets which was Step One for Frank. These are Audio, Video, Reports etc.. that create interest. They must be high value FREE stuff.

You can interview other people in your market for tele-seminars and you can interview people who’ve had success with your product as a giveaway.

The point is to think of as many things you can do to create massive value and anticipation within your market and potential customers.

Identify Partners (Potential affiliates). During a brainstorming process, we simply wrote down a list of all of the people we thought would be great to have as our affiliate partners to promote our product. Some of the names were of people we knew and some we didn't know at all. It's during this process that it's helpful to start thinking about the following:

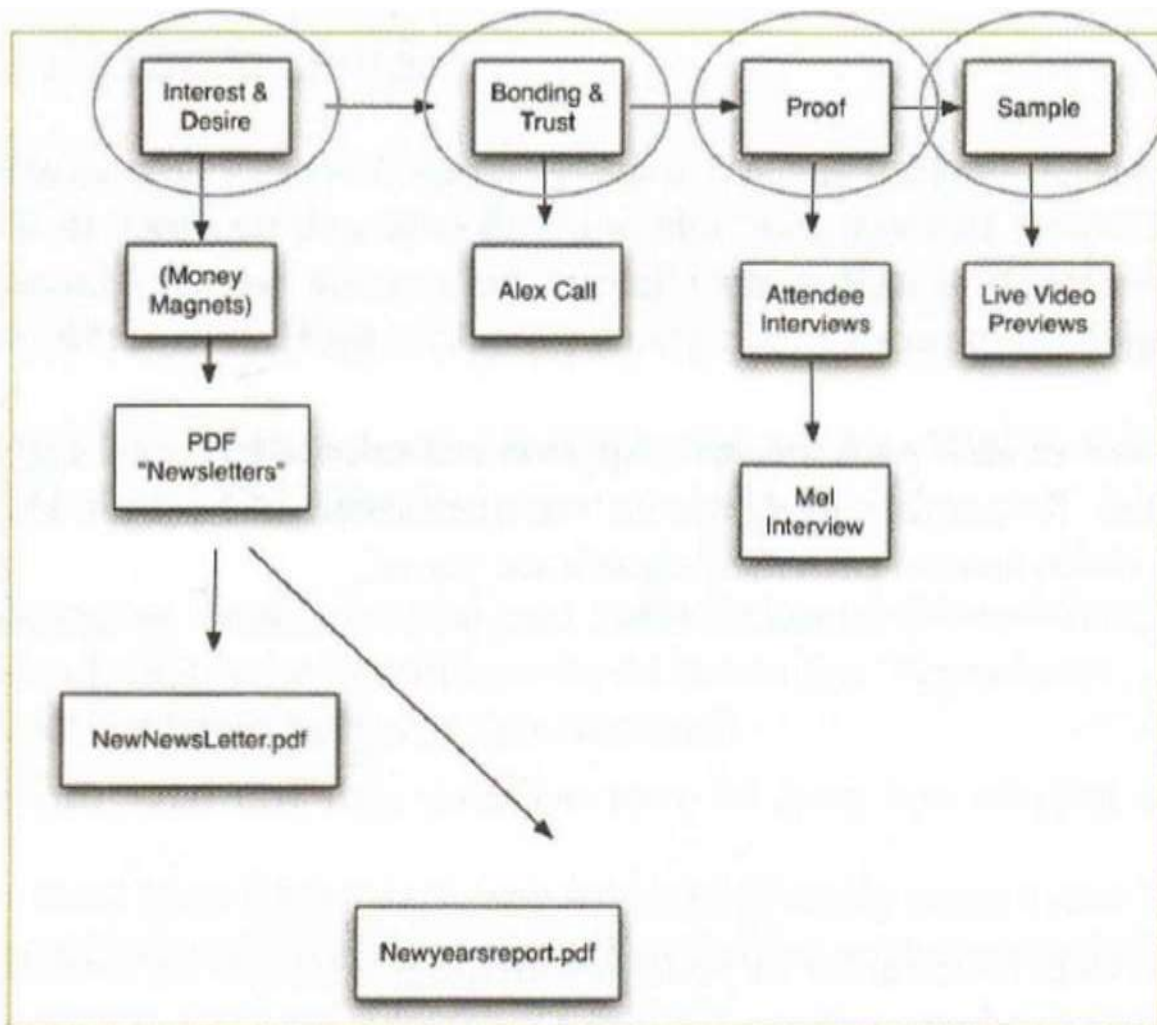
- How will you contact your potential affiliate partners-by phone, email, mail?
- What will you have prepared to provide to them? A complete outline of your marketing process? An affiliate partner will want evidence that together you can create an immediate buzz in the marketplace.

- How will you get the product kit to them? Will you FedEx it? Email it? Snail mail?
- What type of incentive will you offer them?

There are four major components of mass control, each circled in the diagram:

- Interest and desire
- Bonding and trust
- Proof
- Sample

You want to take your prospect thru each of the four components of Mass Control. Next you can see a visual representation of Money Magnets.



- YOU MUST FIRST CREATE INTEREST AND DESIRE. Frank did this by giving away PDF's of there Underachiever Newsletters.

- NEXT YOU MUST BOND AND TRUST. Your customers want to know that you are real and you can do this by creating a report or tele-seminar about you. Frank did this by telling the story of how he got busted by the FTC and what he learned.
- NEXT YOU NEED SHOW PROOF THAT IS WORKS. You should get tons of testimonials and give those out in many forms.
- FINALLY YOU SHOULD GIVE THEM A SAMPLE OF WHAT THEY WILL GET. This could be sample PDF's and/or Video's. This can just be sample techniques or strategies that they will learn.

Will you stack this all together you have an unbeatable formula

Right Now What Are Three Things You Can Write About To create Interest and Desire? These are reports that your market will be interested in.

Topic One:

Topic Two:

Topic Three:

Next Create something that you can do to Bond with your potential clients/customers. What is the story that I could tell that would instantly get my potential customers to relate to me? How can I create as many Proof Elements as possible?

What are Three Samples I could create and give away that are powerful example of my strategies or tactics I teach?

HOW TO POSITION YOUR PRODUCT/SERVICE FOR THE HIGHEST PERCEIVED VALUE?

Sample #1: Sample #2: Sample #3:

**\*\* FINALLY! WHAT CAN YOU USE FROM EACH CATEGORY TODAY TO GET STARTED? WHAT ARE YOUR TARGET DATES? CREATE YOUR OUTLINE OF DATES ETC..**

Frank Highly recommends that you use Mind Mapping to start your planning process

- He does this by first creating Main Branches or Topics in the Mind Map of the Four Elements above and brainstorming everything he can do in those areas.
- Next He creates a Branch for his competitors and when he see's someone who's highly ranked in google etc... he makes a sub branch or sub topic with them and there website address. Remember these can be potential J.V. Partners.
- You can use a tool call quantcast.com to find information about the websites you find.
- You want to gather as much information about these potential partners and competitors as

possible.

You want to go from interest to desire to acquire ASAP. To do this you must....

Step one: buck the system

Most people do the exact thing as their competitors. You can: Repackage in a completely different way. Use different formats. Instead of doing ebooks do a whole course. Instead of a digital product do a physical product etc.. How can you be unique from the market?

Charge more money. This automatically makes your product perceived as better. People can't control the belief that "More Money" is better.

Frank gave an example of how in his dog training business he used all the front end components he had such as e-books, transcripts, videos, etc.. into a full complete product with a fast-start guide. This complete program was a huge hit.

You must know your market. You can do this by doing a survey. Know what they want and give

it to them.

Frank believes that using a Bonus lead in is a powerful way of increasing price. He might say that you get four parts of the whole course for FREE ... This is the lead. He even goes further and says you don't even have to pay me for seven days... you can get the entire course on trial.

Introducing the Deadly Howitzer Method

This method begins to prepare the market for the massive amount of FREE content you are going to give them.

You need to engineer your market's belief system.

- First ... "if you say it then MAYBE it's true"
- Next... "Testimonials take it to an entirely new level"
- Next... "If LOTS of people say it then it's on an entirely next level"
- Then... "If it's in PRINT then it's for sure true" so.. you want to be mentioned or endorsed by powerful third parties

Loading your Howitzer Cannon

Your goal is not to sell. Your goal is to create massive interest through massive magnet distribution.

You infiltrate the forums and newsgroups in your market. Then you create a unified affiliate

Front.

In this stage nothing is being sold. You are just indoctrinating the market into your way of thinking.

With the Howitzer Method, there are two steps: preparation and launch. During preparation, you initiate conversations in forums and newsgroups, under the guise of someone other than you, using simple dialogue, and leaking your Mass Control money magnet. So, with this preparation, is *infiltration*, including the *leak of your Mass Control money magnet* to the forum and your *Affiliates launch* on the Unified Front attack, during which everybody is promoting your first wave of Mass Control money magnets all at one time.

You go to Google and find all the forums in your market. Go to quantcast.com and it will tell you all the websites that are getting traffic.

When you go to the forums it's important to represent yourself as a third party. You want to be neutral party that is there to add value.

You don't always have to answer the questions yourself. You can go to YouTube or Google and find links to post into the forum.

Do as much of this as possible during this stage.

Remember you are just positioning yourself during this stage so that when you are ready to release your money magnets it's completely normal for you to do this type of stuff.

For example, when I'm selling to the "Make Money" crowd ...especially to the beginners, I know that my market's desired outcome is to make money by doing nothing. Therefore, my "character" is a lazy slacker who came from nothing, stands for easy money and stands against conventional "work," has a near magical ability to make money on the Internet, tells stories of stumbling over incredible money making systems, and speaks the "mysterious" language of PPC, Niches, Google Slap, Reverse Squeezes, and more.

### CREATING YOUR CHARACTER & MASS CONTROL STORY LINE!

The simple fact is that people come into your herd to get content ...and they stay with you because they become *attached* to the character you portray. There are five basic building blocks for creating a character your herd will bond with. They are:

- Your Back Story
- What You Stand For (Your Beliefs And Values)
- Your Magic Powers
- Your Fables
- Your Secret Language

..And each building block must be carefully crafted to *match the desired outcome of your market*. All of these character elements are TRUE ...and yours should be true as well. This first section walks you through the exact steps to creating your character by uncovering the building blocks you already have

Let's look at some real and recognizable back story examples taken directly from the internet marketing niche. I'll give you the back story, and you can guess who we're talking about.

- Back story #1: Million Dollar Day. Who is that? Did you guess John Reese?
- Back story #2: Underground Secret Agent. Yanik Silver, right? He's had that underground seminar going on for almost four years in a row now.
- Back story #3: The Tubby Nerd from Australia. Who is that? That's Ed Dale, my co-creator of the Underachiever Method.
- Back story #4: A belief statement: *I'm better than you*. That, of course, is Rich Jerk, right? What a jerk!

Back story #5: Total Slacker Who Makes Money. This one should be really easy-me! That's my back story

## BELIEFS AND VALVES

Superman: truth, justice, and the American way. Most people, unless they don't pay attention to comic books or were born yesterday, would immediately recognize Superman's mantra.

## MAGIC POWERS

Your magic powers are simply your unique abilities. As an example, my magic power is that Frank has an incredible ability to conduct giant launches that yield millions of dollars in a matter of hours. The people who pay attention to me (in regards to Mass Control) want to be able to do the same thing. They want my magic power. (Now this is obvious, and I know I shouldn't even have to say it, but... don't invent magic powers. My use of the phrase "magic power" is not in any way to imply that you should make up stuff. I just use the term "magic power" because it's cool.)

- You need to embrace and accept the fact that you will be a celebrity and a Leader.
- People will become addicted to your character. They want to follow your new developments.
- You need to create a series of stories and character traits that make your "Herd" want to follow you.
- Create your own Secret Language that you repeat ably say over and over again so that your following relates to you instantly when you say those words.

Tell Fables and Stories over and over again that tie your Herd to you

## DEVELOPING YOUR MASS CONTROL STORY LINE

Why is this important? Because this is how we relate to people. This is how we pass down history.

Ask yourself: What did you do today? What is the funniest thing you ever seen? What was your first date like? What was your first Kiss Like?

You will have a story for all of these.

Stories allow you to relay multiple messages through the use of metaphors. You can send out hidden messages.

A persuasive metaphor is your ability to convey a message that develops a desire to comply with what you want by telling them a story that doesn't have anything to do with what you are selling

Here is a story that overcomes a bunch of objections without talking about your stuff at all

This Internet business reminds me of when I first tried to grow my own food. I had always wanted to be totally self-sufficient, and I figured that growing my own food would be the way to go.

But I didn't know the first thing about gardening, and I didn't want to buy a bunch of equipment. Plus, my friends thought I was a nut.

Anyway, I took the plunge and bought a gardening course. It was much easier than I thought, and it only took me about three weeks to get everything planted. Plus, all I needed was a shovel and some soil.

The first sprouts popped out of the ground after a few days, and before I knew it, my garden was full of fresh veggies.

What's great is now I have an endless supply of food and I don't have to really do anything to get it. All I did was work during the first three weeks, and that was actually a lot of fun.

I guess the only downside is that my friends who thought I was a nut always want to come over for dinner!

But I don't mind because I always have more than enough for everyone

Now here is how you overcome objections and create desire thru this story

Now that we've identified those objections, let's look at how I overcome them in the story.

See where it says, "Anyway, I took the plunge and bought a gardening course. It was much easier than I thought and it only took me about three weeks to get everything planted. Plus, all I needed was a shovel and some soil." Let's break it down:

When I say, "Anyway, I took the plunge and bought a gardening course," what I'm really saying is, "I went forward. I did it." The phrase "It was much easier than I thought, and it only took me about three weeks to get everything planted" is relaying the fact that it actually is easy.

In the statement, "Plus all I needed was a shovel and some soil," I am pointing out that I didn't risk a lot of money and I didn't have to buy a lot of stuff

All of this translates metaphorically to "I know how you feel. I felt the same way. But everything worked out just fine." This persuasive metaphor speaks to the mind on a different level.

Now, how do we transfer the favorable result or implant and imply that they're going to achieve

their most desired result? Let's look at the final four paragraphs of this little story here:

- First, we imply the end result with the statement "The first sprouts popped out of the ground after a few days, and before I knew it, my garden was full of fresh veggies." I'm implying that I achieved fast results. And a garden full of fresh veggies, metaphorically, is a bank account full of money.
- Another phrase uses the metaphor of an endless supply of fresh food: "What's great is now I have an endless supply of fresh food, and I don't really have to do anything to get it." This phrase could just as easily be used to mean money.
- And, of course, we know that everyone wants low effort and very little work-money coming in for nothing. So I say, "All I did was work during that first three weeks, and that was actually a lot of fun," implying a metaphoric low effort.
- Finally, I use this statement: "I guess the only downside is that my friends who thought I was a nut always want to come over for dinner." This metaphor eliminates the objection of "I don't want to look foolish in front of my friends," while presenting a secondary benefit and a secondary end result. People in this market, generally speaking, want to be the envy of their friends. And the last sentence "But I don't mind because I always have more than enough for everyone" again conveys the end result of having more than enough, an abundance.

## THE THREE MOST POWERFUL STORYLINES

1. The Reluctant Hero
2. The Home Town Boy Does Good
3. Us Versus Them

Frank uses all Three. He recommends that you combine them

Example.. Is that if someone is dissatisfied with something the Us Versus Them Story Line works very good.

The Reluctant Hero.. is when the market is demanding what you have. You are reluctantly teaching this. You don't need to do it. You are going to teach this as a favor to the market.

This approach causes the market to lower there defenses.

Examples: Frodo Baggins from Lord of The Rings....Regular Guy. Hans from Star Wars.... Here is the formula for The Reluctant Hero

1. You stumbled upon something amazing.
2. You tried it and it worked amazing
3. You shared it with a few people



4. Word has gotten out
5. Now everyone want it
6. As a favor I'm sharing it but please remember to bare with me as I'm not a professional

### The Us Versus Them Storyline

The *Us-Versus-Them* psychology appeals to the way our minds create stereotypes. Whenever we have a "them," we have a stereotypical image of "them," and it's usually based on an A+B=C type of blueprint.

Here is ~ silly example of the way certain stereotypes are often constructed in our minds:

- A. Alice listens to rap music.
- B. Alice smokes pot.
- C. The Conclusion is that all people who listen to rap music smoke pot.

Now that's irrational and idiotic, but that's the way that our minds often construct belief systems based on stereotypes.

Here is an example from the Internet marketing world.

- A. Gurus are hypey. (I don't think hypey's really a word but it is now, all right? It's part of our secret language.)
- B. Frank is not hypey.
- C. Frank is not a guru.

And now we can use that to further construct another belief:

- A.** Gurus are bad.
- B.** Frank is not a guru.
- C.** Therefore, Frank is good.

There are some key factors that I want you to keep in mind when you're using the *Us-Versus-Them* factor.

First, passing blame on to "them" gives your prospect absolution. Whenever you absolve somebody from guilt, you gain their trust and you gain their desire to follow you and listen to you because everyone wants to be absolved of guilt. If you can point out that it's not their fault, show them whose fault it really is, further that belief, and then absolve them from any sort of pain, they're going to want to listen to you.

Everybody wants to be part of a group

Be A Secret Teller!!

The engine that drives us in our plight against "them" is secrets, the ones that "they" don't want "us" to know. When you let someone in on a big secret, they become a member of the exclusive group.

There are many different types of secrets-there are the long-lost secrets, such as the long-lost fighting secrets of the Shaolin Monks. Of course, these are the secrets that the professional martial arts trainers of today hope you never discover. There are insider secrets, such as the insider secrets of the world's greatest seduction artists. And, of course, the lesser seduction artists pray that you never discover the insider secrets, otherwise you won't need to buy their material. And then you have the classic shocking secrets, like those Kevin Trudeau writes about in his book *Natural Health Cures They Don't Want You To Know*. All of these secrets are ones that "they" don't want you to know.

#### The Us versus Them Formula

- You discover a secret. The secret proves that the market's problem (whatever it may be) is the fault of the market.
- You vow to fight against them (the market) and unite together on your mission to solve the problem. Furthermore, you're only revealing the secret to help further the group's goals. You're not revealing this for the money; you're just on a crusade against them.
- You emphasize that by buying your product, your clientele is going to become one of "us"; if they don't buy, they're going to be playing into "their" hands.

Furthermore, if you don't buy, you're a bad person. Here is a silly example of how an implied "bad person" statement might work: "My product isn't for everybody. It's not for total losers who hate freedom, love Satan, and kill kittens in their spare time, but if you do love freedom and you don't murder kittens, then this product is probably for you." Of course, the implication there is that if you don't buy the product then you hate freedom, you love Satan, and you kill kittens. That is obviously an outrageous example, but it just illustrates how powerful this approach can be.

- I turned it around despite the odds. And if I can do it, you can too. Essentially, this formula is nothing but 100% transfer of empathy and creation of empathy. And that's what builds that bond because your audience really identifies with you, especially if you're selling into a market where there's a particular amount of pain or frustration around something. Even better if you don't have to stir up or create the pain and frustration!

What you want to do is: combine all three story lines.

### The Actual Formula for Mass Control

Empathy is the most important trait you can have as a marketer.

The best author Frank has ever read is Charles Bukowski.... He learned Empathy from this guy in a powerful way.

Emails should be Quick Sucker Punch little sentences. People don't want to read long long copy in emails.

Best selling story of all time is Guy Grows up Poor.... Get's Rich... Has Sex With Women ... Goes Goes Broke... Get's Rich Again... - Author – Harold Robbins  
Formula.... Sold 25,000 books per day.

You need to learn how to be a conversationalist.

Your readers need to be able to get hooked on you.  
You learn this by reading and understanding good Fictional Writers.

### **THE MAGIC FORMULA** **MB + P + L SESC = 'S \$**

### **MAGIC BULLET PLUS PROOF = LOW SELF ESTEEM SUCCESS CHANCE EQUALS MONEY**

Magic Bullet is that You can get them what they want quickly and easily.  
The Low Self Esteem Success Chance is the thing that conveys that even if I only did just a fraction of what this Guru has done I could accomplish my dreams.

The Magic Bullet is THE ANSWER to their Prayers

- What is the Markets biggest desire?
- What is the Markets biggest problem?
- What Miracle would get their biggest desire while solving their biggest problem?

- How would it work specifically?
- Does my product come close to this? If not how can I re-frame or make this happen?

### Proof

Get as many video testimonial as possible!! This is the best form of proof. You also want to have them read about it and listen to them.

### Low Self Esteem

You want your potential clients to think – “If I could just make or do just a portion of what he promises I’d be \_\_\_\_\_”

### The Mapping Process:



## 2 Testing Data

- (1) You need to send targeted traffic to your opt-in page & Sales letter to measure conversions.
- (2) You do this with paid advertising
- (3) Doesn't necessarily need to be profitable. You just want to make sure your market is responding.

*(a) Make sure it works first so when affiliates send traffic there's a high probability they're going to make money.*

Process: Document Results of Paid Advertising, Infiltrating Forums, Locate Affiliates

### (4) Advertising Traffic Log

Put together a spread sheet titled Advertising Traffic Log: Then make columns for – Traffic Source, Clicks and Actions.

- (a) Set up an account and count how many clicks you got and how many opt-ins or sales you got
- (b) Make sure your opt-in page converts or that people at least read your first e-mail.
- (c) And then send some traffic to your sales letter to make sure it converts.
- (d) You just want an idea that everything's working ok
- (e) Good number to test here is about 1,000 clicks through each phase.

### (5) Howitzer Records For:

Keep track on spreadsheet titled Howitzer Records For: with these columns: Forum, Username, Password, Number of Posts

### (6) Affiliate Contacts For

Put together as spread sheet titled – Affiliate Contacts For: to track the following subjects: Address, Phone, Email, Name, L, and E

- (a) Look up street addresses under Who is information: Betterwhois.com, domaintools.com, whois.sc or just scope the contact us tab on their site.

- (b) L stands for Letter and E stands for email.

Don't contact these people until you have your testing data because you want to make sure you're not wasting their time and your traffic

### *3. Howitzer Infiltration*

#### *3.1 Recruit Affiliates*

#### *3.2 Launch Unified Front*

#### *3.3 Fire Howitzer*

##### *3.3.1 Have everyone send your promos/money magnets out at the same time*

Drive traffic from forums with a post like: "Hey guys have you seen this? These guys are growing huge zucchini's and showing how they did it in this video. What do you think of it?"

*No affiliate ID. Just a straight up link*

### *4. Affiliate identification*

#### *4.1 Affiliate Getting Letters:*

4.1.1 Make sure to be assumptive about knowing them and conversational 4.1.2 Invite them-Invites are related to parties, celebrations or events 4.1.3 Write casually, not formal

4.1.4 Use social proof if you can. Make them feel elite by not inviting everyone and their brother.

Every sub culture is like a high school click. Make sure if cool kids are coming to the party that they're mentioned.

If you don't have heavy hitters you can say "I believe such and such are going to be partners."

If your data is good they should come on board.

4.1.5 They really care about the money so bring it up.

4.1.6 Ask them to request preview copy instead of just dropping it on them. If you have a good rep or if they're lazy you won't even have to send it.

4.1.7 Give them clear instructions of what to do.

4.1.8 Let them know you're going to be following up with them in person

4.1.9 In P.S. let them know you've set this up where they don't have to do anything but click send.

Copy this example:

P.S. If you want, I can use the information I have on file to go ahead and set up your affiliate account \*for you\* as well as get your promotional materials prepared so all you have to do is press "Send" during the build up to the launch. (Launch is scheduled for

00-00-0000).

If you want to go that route, just let me know and I'll take care of all the grunt work for you. Naturally, you're welcome to give me a call about this if you have any questions. My direct numbers are:

4.1.10 Re-emphasize privacy so that people feel special. 4.1.11 Pipeline Profits Promo  
For this promo he already was sending the person an email but he asks them to click a link and enter it again. Why? So he can test his opt-in page

Here's how he rationalizes this in the email:

Yes, I know we already have your info but this system is NOT for the general public and therefore we won't be showing to everyone... ...Just the people who raise their hand and ask for more info. Here's the link again: LINK

Focused on the "Us against them" theme when talking about getting traffic without SEO

Focused on showing their real ads in the video (money magnet) about their real business (useful but incomplete info)

Focused on Big pay days

Also acknowledges big red arrow pointing to opt-in form works every time he's used it. 5 Unified Front Method

5.1.1 The social proof you get from everyone talking about and promoting your money magnet at the same time is what makes this so powerful

(1) Implies this must be good

5.1.2 Must be simultaneous

5.1.3 Likes using amazing results with shock & awe statements (1) starts with subject line: Something like:

Jerry - Insane video: \$1,032, 000.00-- in 9 days!

5.1.4 Don't try to sell here. *Just get them to go to the Money Magnet & let it generate the interest.*

5.1.5 Start eliminating objections now

5.1.6 Emphasize there's nothing for sale and stress the fact that lots of people are seeing and how the bandwidth may be getting stressed out now.

5.1.7 Next Day...

5.1.8 Emphasize sent yesterday and how they may not have got it 5.1.9 Lend social proof that tons of people are watching



5.1.10 Emphasize that as an affiliate you're as hooked as they are. 5.1.11 Imply people are freaking out about this video/report 5.1.12 Once again slay objections

5.1.13 Remember to insert 3-5 links in all these emails

5.1.14 Again don't try to sell here. Just push to magnet

## 6 Bonding Magnets

*6.1 Use everything you've got.*

6.1.1 In the Serializer method video he shows he's going on vacation on a private jet with his family.

6.1.2 This served dual purposes for him. First it helped people see he was a real person with a family just like them. And second it implied he was making money.

He showed pics that told a story and even went as far as to tell you the names of everyone in the pics.

## 7 Proof Magnets

- (1) Do whatever you can to demonstrate what you sell works. Testimonials are nice but you want to look for more.
- (2) Showed his Click Bank Stats to prove what he sells works not just selling internet marketing stuff but that it's possible to break a million dollars selling niche ebooks
- (3) He was using Notepad to cover up some of the stats and in it he typed "Results not typical. This is not meant to be construed as any type of earnings claim at all."

(4) During Serializer all he used was Camtasia to put together his videos  
Showed an example of how his ebooks were selling great without his attention during the Christmas holidays

8.2.2 Then they showed a screen shot of one of their actual non-info marketing sites  
KEY: Live & in person logged into yahoo store to demonstrate how this site was doing

Showed progression of income sky-rocketing

Made more believable by not covering up any stats

8.2.3 First talked about what now leading people into "How" (useful but incomplete info) with a page titled "FACTS ABOUT NATURAL SEARCH ENGINE TRAFFIC"

8.2.4 Showed heat maps of where people click and look on google search pages.  
Hardly any on paid search

8.2.5 Lots of examples going to sites where they can show you what they're talking about.

8.2.6 Inserted facts from authority sources that backed up their claims

8.2.7 Powerful Demonstrations of what they're claiming and the conclusion they want you to come to.

Showed & discussed split test results

*8.3 Important that when you're sucking people into your vortex with these magnets that you have an awesome follow up email sequence that goes along with them.*

## 9 Death Grip Sequence - How To Push Your Prospects Over the Edge And Create a Total Buying Frenzy

### *9.1 Pressure Stacking*

9.1.1 Subtle yet dramatic increase in pressure to buy

9.1.2 Shouldn't be overt

9.1.3 Use "Good Pressure" vs. "Bad Pressure"

### *9.2 The Formula...*

9.2.1 ...S + IC + O.T. = BF

Scarcity

When you do this wrong people are being driven by fear of loss

Creates an Uncool vibe instead of fun by increasing desire

You do this by limiting quantity, price, bonuses or whatever you think will work  
Don't beat people over the head with it

Use phraseology like "I'm not trying to put any pressure on you and I've gotta warn you this is limited to just 37 people." (Great example of this was done in Perry Belcher and Ryan Deiss's Social Media Money promo)

Good scarcity positions you as trusted advisor while bad scarcity makes you seem predatory

Increased Coolness

Scarcity helps put you in a position where more people than you're willing to sell to want your stuff.

Later in launch you can jack up their desire by adding a surprise element to the product that makes it even cooler than they already thought it was.

"I know you want this and that's great and what I've decided to do is add a live seminar as a bonus for signing up."

This way you're using good pressure to create a positive excitement instead of scarcity driven desperation.

Be the guy who shows up with good news

Stagger this between 3, 4, or 5 emails

Outside Threat

Something that creates an increased sense of urgency He likes to use John Reese for this...

"You know, I don't want this to sound like launch hype and I'm not trying to put any pressure on you but the fact is we can only take on X amount of clients to keep this program intimate. So if you're interested please go through and read everything to make sure this is right for you. By the way, I just got a call from John Reese and he let me know that in the morning he'll be giving this his highest recommendation to his list of 230,000 followers. This means not only will you be competing for a spot with my 97,000 person list but his too. Don't snooze if you want in on this."

"Blame" for the scarcity isn't on you but on this outside factor

*Creates social proof and positions you as the good guy = Buying Frenzy*

## 9.2.2 Checklist of What to Include in a Death Grip Q & A Email: Bonding

Identify & disarm objections conversationally

Pre-selling: for this instance of the annihilation method he implied the DVD's were better than the live experience

Re-stating the value

Stack the Cool - Introduce new components

Reinforce Scarcity and Provide Reason Why.

*Now of course, an objection will come up for this*

Pre-sell & establish value

Stack the outside threats

*Show proof of all the people who are telling their followers about this.* Howitzer Method in

action

*Use P.S. to prep for stacking the cool in the next email*